

DIGITAL WORKS: CONNECTING PEOPLE & JOBS

A SUSTAINABLE JOB CREATION PROGRAM BRINGING TECHNOLOGY-BASED JOBS TO LOCAL COMMUNITIES







ACCESS

ADOPTION

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CONNECTED NATION

National non-profit organization dedicated to harnessing the power of technology to energize the nation's economy, impact communities, and improve lives.

CONNECTED | Community

CONNECTED Learning

CONNECTED Insights





State & Federal **Policy**





- Research
- Mapping & **Analytics**









CONNECTED

- Empowers communities, both big and small, to tackle the challenges of broadband ADOPTION, ACCESS, and USE
- Over 30 lowa communities engaged in local planning
- Provides tools and methodology that enable informed, collaborative local action
- So far, 3 Certified Connected
 Communities in Iowa





















- 1:1 Program Logistics & Planning
- Professional Development for teachers to ensure that they're adequately prepared to teach effectively using mobile devices and apps
- School IT Infrastructure Technical Assessments
- Product Trials & Pilots for Emerging Technologies
- Survey Research to inform the education technology debate
- Policy Advocacy to drive support for increased technology in schools









PUBLIC-PRIVATE PARTNERSHIP WITH IOWA

- Located: Des Moines Director: Amy Kuhlers
- Supports Connect Every Iowan leadership, vision



- Leads Connected Communities Initiative: 30+ engaged, 3 certified
- Manages statewide broadband mapping & research initiative in partnership with the Iowa Economic Development Authority
- Maintains relationships with every provider in the state & achieves 99.5% provider coverage data in voluntary program
- Member of the Iowa Statewide Interoperable Communications System Board broadband committee – FirstNet Public Safety Initiative
- Primary state contact on broadband policy, education and outreach to key stakeholder groups











Connecting a network of talented

People who eagerly desire to better themselves through learning new skills that gain them

Jobs with innovative companies in the 21st century teleworkforce

A proven, innovative solution to unique rural economic development challenges









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THREE ELEMENTS

1) State, Community Partnership

- Communities compete for Digital Works
- Virtual network anchored by physical locations
- Locations occupy empty storefront in challenged rural communities
- Potential partnership with workforce programs
- Develop Virtual Access Points

2) Digital Skills Learning Program

- Recruit, Qualify Job Candidates
- Proposed Partnership with Skilled Iowa Program NCRC, Resume
- Learning Program Communications Skills, Customer Service, Teleworking
- Candidates get to work
- Mentoring, Retention, Growth beyond call center work

3) Employer Marketing and Sales

- Established entry-level telework job opportunities
- Aggressively build state-based corporate relationships to source local talent with local companies

JOB CANDIDATES BEGIN NEW JOBS WITHIN 60 DAYS OF OPENING











PROVEN MODEL: TENNESSEE, OHIO

ONE IN FOUR OUT OF WORK

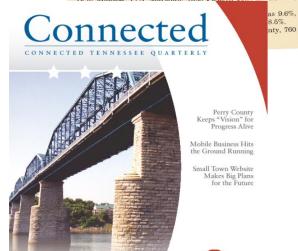
Local jobless rate jumped in March

Perry County's unemployment picture worsened in March, according to the latest figures available from the Tennessee Department of Labor and Workforce Development.

After a slight improvement from the first to the second month of the year, the jobless rate increased from February's 24.1% to 25.4% in the most recent report.

Statewide, the unemployment rate increased in seventyfour counties, decreased in nineteen counties, and remained the same in the remaining two.

Perry County continued to have the worst jobless rate in the state, outpacing Scott County (18.8%) in second place by almost seven points. Rounding out the top ten: Lauderdale, 17.5: Marchall 16.9: Pickett, 16.9: Lewis, 16.7;



- 2009: Perry County, TN had the country's highest unemployment rate, exceeding 27%.
- 2010: Local community & Connected Nation's subsidiary, Connected Tennessee, began program pilot.
- 2011: Unemployment rate dropped 10% and well over 100 jobs were created in pilot.
- 2013: Program exported to Ohio where 7
 Digital Works centers are now open.
- Aggressively evaluating opportunities in Texas, Michigan, Kentucky.









CATALYST FOR LOCAL GROWTH

- An effective, local digital skills development program increases rural community competitiveness
- **Provides community focus for** development with real, tangible impact
- Perry County attracted "bricks and mortar" computer programming employer who hired 15 program graduates

In a partnership with Workforce Development, Digital Works can connect Skilled Iowa and **Virtual Access Points** to advance the Governor's objective to create 200,000 jobs through telework

Hi-tech jobs still coming to county

Contined from page one between companies who vate the community. already-stressed local need workers and people The directors of LiveOps

economy into a tailspin. who want to work. were so impressed with

Embracing the phi- VisionPerry provides the organization that losophy that crisis can training tailored to they traveled to Linden

Hi-tech jobs continue to n Valley) meet with sonally and mployment

come to Perry County The digital highway leads right to Perry County, and is the attenbringing with it jobs and prosperity.

Two years ago unemployment in Perry County hit 27 percent, higher than the national rate at the height of the Great Depression. Already feeling the effects of the nationwide ry recession, Perry County suffered in particular when two ley Brock, manufacturing facilities in the area closed, eliminating some 1e eight-hundred jobs. In a county with a population of less than $\,$ er 8,000, the loss of these jobs had a huge impact, and sent the see State

Recognizing changing nature of the engineers. economy in the 21st century, the goal was web developer Jason economic development in hi-tech, computer "It's great to be the nationally," and promijobs, while also trying sion". to attract traditional

the positions as software Development. Newly

industries with manu- temporarily operating County being a strategic in office space above hub.

Tennessee ment. The

all now hold salaried Department of Economic calls VisionPerry's internet-based beneficiary of their vi- ses continued support and hopes to regionalize Rural Jobs, LLC is the concept with Perry









CASE STUDY: DUSTIN

- Dustin Bollinger never had a job.
- Dustin received his GED from Mid-East Career and Technology Center in Zanesville Ohio.
- Dustin applied at every fast food and retail center in the area and never received a job offer before training with Digital Works.
- Dustin started training in May 2013 and within 60 days began earning his first paycheck.

